



Counties: Franklin, AL



2000 Total Population	31,223
2000 Group Quarters	402
2008 Total Population	31,220
2013 Total Population	31,125
2008 - 2013 Annual Rate	-0.06%



2000 Households	12,259
2000 Average Household Size	2.51
2008 Households	12,386
2008 Average Household Size	2.49
2013 Households	12,376
2013 Average Household Size	2.48
2008 - 2013 Annual Rate	-0.02%
2000 Families	8,954
2000 Average Family Size	2.97
2008 Families	8,948
2008 Average Family Size	2.98
2013 Families	8,857
2013 Average Family Size	3
2008 - 2013 Annual Rate	-0.2%



2000 Housing Units	13,749
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	10.8%
2008 Housing Units	14,275
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	13.2%
2013 Housing Units	14,411
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	14.1%

Median Household Income

2000	\$27,183
2008	\$31,643
2013	\$34,860

Median Home Value

2000	\$60,702
2008	\$86,944
2013	\$90,023

Per Capita Income

2000	\$14,814
2008	\$16,682
2013	\$17,989

Median Age

2000	36.7
2008	38.6
2013	40.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Income**

Household Income Base	12,247
< \$15,000	28.2%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	14.4%
\$75,000 - \$99,999	5.7%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	0.3%
\$200,000+	0.8%
Average Household Income	\$37,178

2008 Households by Income

Household Income Base	12,386
< \$15,000	22.8%
\$15,000 - \$24,999	16.9%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.7%
\$200,000+	0.8%
Average Household Income	\$41,663

2013 Households by Income

Household Income Base	12,376
< \$15,000	21.1%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	0.7%
\$200,000+	0.9%
Average Household Income	\$44,806

2000 Owner Occupied HUs by Value

Total	9,110
<\$50,000	40.1%
\$50,000 - 99,999	40.6%
\$100,000 - 149,999	11.6%
\$150,000 - 199,999	4.7%
\$200,000 - \$299,999	2.4%
\$300,000 - 499,999	0.2%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.2%
Average Home Value	\$73,179

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,961
With Cash Rent	87.7%
No Cash Rent	12.3%
Median Rent	\$237
Average Rent	\$223

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Franklin, AL



2000 Population by Age

Total	31,223
0 - 4	6.4%
5 - 9	7.0%
10 - 14	6.9%
15 - 19	7.0%
20 - 24	6.5%
25 - 34	13.7%
35 - 44	14.3%
45 - 54	13.0%
55 - 64	10.4%
65 - 74	8.2%
75 - 84	4.9%
85+	1.7%
18+	75.5%

2008 Population by Age

Total	31,220
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.3%
15 - 19	6.2%
20 - 24	5.8%
25 - 34	13.9%
35 - 44	13.9%
45 - 54	14.0%
55 - 64	12.0%
65 - 74	8.2%
75 - 84	4.8%
85+	2.0%
18+	77.2%

2013 Population by Age

Total	31,125
0 - 4	6.4%
5 - 9	6.0%
10 - 14	6.2%
15 - 19	6.3%
20 - 24	5.7%
25 - 34	11.9%
35 - 44	13.8%
45 - 54	14.5%
55 - 64	13.3%
65 - 74	8.2%
75 - 84	5.1%
85+	2.3%
18+	77.5%

2000 Population by Sex

Males	49.1%
Females	50.9%

2008 Population by Sex

Males	49.3%
Females	50.7%

2013 Population by Sex

Males	49.4%
Females	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Franklin, AL

**2000 Population by Race/Ethnicity**

Total	31,223
White Alone	89.7%
Black Alone	4.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	4.6%
Two or More Races	1.0%
Hispanic Origin	7.4%
Diversity Index	30.5

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American Indian Alone	0.3%
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Two or More Races	1.0%
Hispanic Origin	7.6%
Diversity Index	31.2

**2000 Population 3+ by School Enrollment**

Total	30,102
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	5.1%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	76.9%

2008 Population 25+ by Educational Attainment

Total	21,514
Less than 9th Grade	12.4%
9th - 12th Grade, No Diploma	19.7%
High School Graduate	33.2%
Some College, No Degree	17.8%
Associate Degree	5.8%
Bachelor's Degree	6.7%
Graduate/Professional Degree	4.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Franklin, AL

**2008 Population 15+ by Marital Status**

Total	25,269
Never Married	19.4%
Married	61.6%
Widowed	8.7%
Divorced	10.3%

**2000 Population 16+ by Employment Status**

Total	24,493
In Labor Force	56.6%
Civilian Employed	53.4%
Civilian Unemployed	3.2%
In Armed Forces	0.0%
Not in Labor Force	43.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.5%
Civilian Unemployed	5.5%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%
Civilian Unemployed	5.0%

2000 Females 16+ by Employment Status and Age of Children

Total	12,665
Own Children < 6 Only	7.3%
Employed/in Armed Forces	3.6%
Unemployed	0.4%
Not in Labor Force	3.4%
Own Children < 6 and 6-17 Only	5.0%
Employed/in Armed Forces	2.7%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	12.9%
Unemployed	0.6%
Not in Labor Force	5.1%
No Own Children < 18	69.1%
Employed/in Armed Forces	26.5%
Unemployed	1.6%
Not in Labor Force	41.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Franklin, AL

**2008 Employed Population 16+ by Industry**

Total	12,988
Agriculture/Mining	3.2%
Construction	7.2%
Manufacturing	30.2%
Wholesale Trade	4.1%
Retail Trade	11.2%
Transportation/Utilities	5.8%
Information	0.7%
Finance/Insurance/Real Estate	3.8%
Services	31.0%
Public Administration	2.9%

2008 Employed Population 16+ by Occupation

Total	12,988
White Collar	40.2%
Management/Business/Financial	8.7%
Professional	13.4%
Sales	9.2%
Administrative Support	9.0%
Services	13.5%
Blue Collar	46.3%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	7.9%
Installation/Maintenance/Repair	7.0%
Production	18.3%
Transportation/Material Moving	11.9%

**2000 Workers 16+ by Means of Transportation to Work**

Total	12,839
Drove Alone - Car, Truck, or Van	79.0%
Carpooled - Car, Truck, or Van	16.4%
Public Transportation	0.5%
Walked	1.0%
Other Means	0.7%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	12,839
Did Not Work at Home	97.5%
Less than 5 minutes	4.4%
5 to 9 minutes	13.9%
10 to 19 minutes	32.8%
20 to 24 minutes	10.7%
25 to 34 minutes	15.7%
35 to 44 minutes	5.6%
45 to 59 minutes	6.9%
60 to 89 minutes	4.9%
90 or more minutes	2.6%
Worked at Home	2.5%
Average Travel Time to Work (in min)	24.4

2000 Households by Vehicles Available

Total	12,259
None	8.3%
1	29.4%
2	39.0%
3	15.7%
4	5.7%
5+	1.9%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Franklin, AL

**2000 Households by Type**

Total	12,259
Family Households	73.0%
Married-couple Family	59.2%
With Related Children	26.4%
Other Family (No Spouse)	13.8%
With Related Children	8.8%
Nonfamily Households	27.0%
Householder Living Alone	24.5%
Householder Not Living Alone	2.4%

Households with Related Children	35.2%
Households with Persons 65+	27.0%

2000 Households by Size

Total	12,259
1 Person Household	24.5%
2 Person Household	34.1%
3 Person Household	19.3%
4 Person Household	14.3%
5 Person Household	5.2%
6 Person Household	1.6%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	12,259
Moved in 1999 to March 2000	17.4%
Moved in 1995 to 1998	24.1%
Moved in 1990 to 1994	16.8%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	13.7%
Moved in 1969 or Earlier	12.7%
Median Year Householder Moved In	1992

**2000 Housing Units by Units in Structure**

Total	13,749
1, Detached	70.7%
1, Attached	0.8%
2	2.7%
3 or 4	2.4%
5 to 9	2.4%
10 to 19	0.6%
20+	1.6%
Mobile Home	18.6%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	13,749
1999 to March 2000	2.1%
1995 to 1998	8.3%
1990 to 1994	7.3%
1980 to 1989	17.7%
1970 to 1979	21.8%
1969 or Earlier	42.8%
Median Year Structure Built	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Southern Satellites
2.	Salt of the Earth
3.	Heartland Communities



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$15,200,566
Average Spent	\$1,227.24
Spending Potential Index	46
Computers & Accessories: Total \$	\$1,513,492
Average Spent	\$122.19
Spending Potential Index	51
Education: Total \$	\$7,525,279
Average Spent	\$607.56
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$27,998,939
Average Spent	\$2,260.53
Spending Potential Index	61
Food at Home: Total \$	\$36,369,027
Average Spent	\$2,936.30
Spending Potential Index	60
Food Away from Home: Total \$	\$24,183,505
Average Spent	\$1,952.49
Spending Potential Index	57
Health Care: Total \$	\$34,648,248
Average Spent	\$2,797.37
Spending Potential Index	68
HH Furnishings & Equipment: Total \$	\$14,329,795
Average Spent	\$1,156.93
Spending Potential Index	50
Investments: Total \$	\$4,668,609
Average Spent	\$376.93
Spending Potential Index	37
Retail Goods: Total \$	\$202,771,050
Average Spent	\$16,370.99
Spending Potential Index	60
Shelter: Total \$	\$92,692,865
Average Spent	\$7,483.68
Spending Potential Index	48
TV/Video/Sound Equipment: Total \$	\$10,117,240
Average Spent	\$816.83
Spending Potential Index	57
Travel: Total \$	\$11,933,607
Average Spent	\$963.48
Spending Potential Index	51
Vehicle Maintenance & Repairs: Total \$	\$7,312,917
Average Spent	\$590.42
Spending Potential Index	59

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.